

**STRATFORD AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS REORGANIZATIONAL MEETING
February 1, 2017**

Meeting called to order at 4:45 pm with a presidential welcome to board members and attending guests.

Present: Holly Haupt, Beth Griffith, Betsy Miller, Jeff Tarras, Brian Forrest, Angela Gerlach

Guests: Ashley Beining, Scott Sisko

Discussion, M/S/C to rename officer positions in order to better support the president and meet agreed upon organizational goals. New officer titles/responsibilities are:

VP Communications-

Assist the president and other directors in day-to-day operations. Coordinate communications, route/distribute mail, correct spelling/grammar, maintain note taking to ensure accurate records. Share member advertising, e-mail alerts, and oversee content for the website. May write press releases, design promotional material, or develop communication materials to promote internal and external events. Provides support necessary to achieve organizational goals.

VP Finance-

Handle all bookkeeping tasks during the fiscal year. Track accounts payable so that all clients are paid, prepare income statements, cash flow statements, general ledgers, and balance sheets. Report to the Internal Revenue Service at the end of the fiscal year.

VP Member Relations-

Coordinate efforts to build member relationships, conduct research to discover member needs, promote internal and external events to members and prospects to ensure successful attendance. May use a "push" or a "pull" method for attracting members. The pull method typically involves a physical visit while the push method usually involves a call or email to prospective members.

2017 Officers:

President-Holly Haupt (Exceptional Living Centers)

VP Communications-Beth Griffith (Stratford Insurance Agency)

VP Member Relations-Betsy Miller (Stratford High School)

VP Finance-Brian Forrest (Maple Ridge Dairy)

Remaining Directors:

Angela Gerlach (Stratford Area Fire Department)

Jeff Tarras (Fellowship of Christian Athletes)

Steve Steiner (Steiner Septic Service)

Ashley Beining (Damon's Auto)

Sandy Rueth (Simplicity Credit Union)

Strategic Planning-

Discussion, M/S/C to maintain current organizational goals, fine tuning activities/events for 2017. Goals will be achieved through member Activities (X-mas in the Park) and Events (grand openings/ribbon cuttings, educational events, block parties, etc.). Member relations will be strengthened through the ambassador program, via social media (Facebook, website, email communications) and by expanding school relations (scholarships, school-to-work programs, FBLA).

Discussion to plan calendar of events, select committee chairs and delegate ambassador assignments. Formal documents to be formatted and sent for review prior to next BOD meeting.

Communications-

Discussed Stratford Community Days committee request to use chamber letterhead on solicitation letter for upcoming community event. Request was withdrawn.

February BOD meeting - February 22 @ LJ's Sports Zone @ 5:15 pm.

Meeting was adjourned at 6:55 pm.